

**AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) A method of browsing a product catalog via a telecommunications network comprising:

for each page of said product catalog, storing in a first device connected to said network a low resolution image file of a predefined size ~~containing for providing a~~ separate low resolution ~~scan-image~~ of said catalog page, each of said catalog pages containing at least one product image and text for identifying and purchasing products presented on said catalog page, said low resolution ~~scan-catalog page image~~ displaying said product image and text in the format of a printed catalog page ~~and being generated using a predefined reduction ratio, said low resolution scan file providing a display of said catalog page with sufficient detail to allow recognition of at least products imaged on said catalog page,~~

transmitting from a second device connected to said network at least one request for at least one page of said product catalog,

transmitting from said first device in response to said at least one page request said low resolution ~~scan-image~~ file of said requested catalog page,

for each product displayed on said low resolution ~~scan-image~~ of said requested catalog page, storing in said first device a plurality of files from which a separate detailed presentation of said product is prepared,

transmitting from said second device at least one second request for one of said detailed product presentations, and

transmitting from said first device in response to said at least one second request a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information for said product and a corresponding link for each ordering information entry for directly ~~initiating a purchase of~~ purchasing said product.

2. (Original) The method of claim 1 further comprising the step of transmitting from said second device at least one request to order said requested product corresponding to said detailed product presentation.

3. (Previously Presented) The method of claim 1 wherein the step of preparing the detailed product presentation file comprises obtaining information from:

a file containing said high resolution image of said product,

a headline file identifying said product,

a copy file containing a description of said product, and

an order block data file containing said ordering information for purchasing said product.

4. (Previously presented) The method of claim 3 wherein the step of transmitting said detailed product presentation file comprises transmitting information from:

said file containing said high resolution image of said product,

said fourth file containing said headline file identifying said product,

said copy file containing said description of said product, and

said order block data file containing said ordering information for purchasing said product.

5. (Original) The method of claim 1 wherein the step of transmitting said least one request for at least one page of said product catalog comprises requesting a specials page describing products which are on sale.

6. (Original) The method of claim 1 wherein the steps of transmitting said at least one request for at least one page of said product catalog and of transmitting said at least one second request for one of said detailed product presentations are performed by a browser program stored on said second device.

7. (Currently Amended) The method of claim 1 wherein the steps of transmitting said low resolution ~~scan~~image file of said requested catalog page and of transmitting said detailed product presentation file are performed by a server program stored on said first device.

8. (Currently Amended) A method of browsing a product catalog via the Internet comprising:

storing in a first device connected to the Internet a file corresponding to a web page for said product catalog,

for each page of said product catalog, storing in said first device a corresponding low resolution image file of a predefined size ~~containing for providing~~ a separate low resolution ~~scan image~~ of said catalog page, each of said catalog pages containing at least one product image and text for identifying and purchasing products presented on said catalog page, said low resolution ~~scan catalog page image~~ displaying said product image and text in the format of a printed catalog page ~~and being generated using a predefined reduction ratio, said low resolution scan file providing a display of said catalog page with sufficient detail to allow recognition of at least products imaged on said catalog page,~~

for each product displayed on each said low resolution ~~scan image~~ of each said catalog page, storing in said first device a plurality of files from which a separate detailed presentation of said product is dynamically prepared,

transmitting from a second device connected to the Internet a first uniform resource locator for said product catalog web page,

transmitting from said first device in response to said transmission of said first uniform resource locator said product catalog web page,

transmitting from said second device a second uniform resource locator corresponding to a file for selecting pages of said product catalog,

transmitting from said first device in response to said transmission of said second uniform resource locator said file for selecting pages of said product catalog,

transmitting from said second device a first at least one request for at least one page of said product catalog,

transmitting from said first device in response to said request for said at least one page said low resolution ~~scan~~image file of said requested catalog page,

transmitting from said second device a second at least one request for one of said detailed product presentations corresponding to at least one product displayed on said low resolution ~~scan~~image of said catalog page, and

transmitting from said first device in response to said at least one request a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information and a corresponding link for directly ~~initiating a purchase of~~ purchasing said product.

9. (Original) The method of claim 8 further comprising the step of transmitting from said second device at least one request to order said requested product corresponding to said detailed product presentation.

10. (Previously Presented) The method of claim 8 wherein the step of preparing said corresponding detailed product presentation file comprises obtaining information from:

a file containing said high resolution image of said product,  
a headline file identifying said product,  
a copy file containing a description of said product, and  
an order block data file containing said ordering information for purchasing said product.

11. (Previously presented) The method of claim 10 wherein the step of transmitting said corresponding detailed product presentation file comprises transmitting information from:

said file containing said high resolution image of said product,  
said headline file identifying said product,  
said copy file containing said description of said product, and  
said order block data file containing said ordering information for purchasing said product.

12. (Original) The method of claim 8 wherein the step of transmitting said least one request for at least one page of said product catalog comprises requesting a specials page describing products which are on sale.

13. (Original) The method of claim 8 wherein the steps of transmitting said at least one request for at least one page of said product catalog and of transmitting said at least one second request for one of said detailed product presentations are performed by a browser program stored on said second device.

14. (Currently Amended) The method of claim 8 wherein the steps of transmitting said low resolution ~~scan image~~ file of for said requested catalog page and of transmitting said detailed product presentation file are performed by a server program stored on said first device.

15. (Currently Amended) A system for browsing a product catalog via a telecommunications network comprising:

means for storing in a first device connected to said network a low resolution image file of a predefined size containing for providing a separate low resolution ~~scan image~~ for each page of said product catalog, each of said catalog pages containing at least one product image and text for identifying and purchasing products presented on said catalog page, said low resolution ~~scan catalog page image~~ displaying said product image and text in the format of a printed catalog page ~~and being generated using a predefined reduction ratio, said low resolution scan file providing a display of said catalog page with sufficient detail to allow recognition of at least products imaged on said catalog page,~~

means for transmitting from a second device connected to said network at least one request for at least one page of said product catalog,

means for transmitting from said first device in response to said at least one page request said low resolution ~~scan-image file of~~ for said requested catalog page,

means for storing in said first device a plurality of files from which is prepared a separate detailed presentation of each product displayed on said low resolution ~~scan~~ image of said requested catalog page,

means for transmitting from said second device at least one second request for one of said detailed product presentations, and

means for transmitting from said first device in response to said at least one second request a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information for said product and a corresponding link for directly ~~initiating a purchase of~~ purchasing said product.

16. (Original) The system of claim 15 further comprising means for transmitting from said second device at least one request to order said requested product corresponding to said detailed product presentation.

17. (Previously Presented) The system of claim 15 wherein said detailed product presentation file is comprised of information from:

a file containing said high resolution image of said product,



a headline file identifying said product,  
  
a copy file containing a description of said product, and  
  
an order block data file containing said ordering information for purchasing said product.

18. (Original) The system of claim 15 wherein said means for transmitting said least one request for at least one page of said product catalog further comprises means for requesting a specials page describing products which are on sale.

19. (Currently Amended) A system for browsing a product catalog via the Internet comprising:

a first device connected to the Internet for storing at least one file for allowing the display of said product catalog's pages, for each product page of said product catalog, a corresponding low resolution image file of a predefined size ~~containing for providing a~~ separate low resolution ~~scan-image~~ image of such product page, each of said catalog pages containing at least one product image and text for identifying and purchasing products presented on said catalog page, said low resolution ~~scan-image~~ image displaying said product image and text in the format of a printed catalog page ~~and being generated using a predefined reduction ratio, said low resolution scan file providing a display of said catalog page with sufficient detail to allow recognition of at least products imaged on said catalog page,~~ and for each product displayed on said low resolution ~~scan-image~~ image of said

catalog page, a plurality of files from which is prepared a separate detailed product presentation for such product;

a second device connected to the Internet for use by a customer;

a first program stored in said second device for requesting and displaying information about products in said product catalog, said first program including at least one module for requesting and displaying: at least one access page for said product catalog, at least one page of said product catalog, and at least one detailed product presentation corresponding to at least one product displayed on said low resolution scan image of said catalog page; and

a second program stored in said first device for transmitting descriptions of and ordering information about products in said product catalog, said second program including:

a first module for transmitting access pages for said product catalog,

a second module for transmitting in response to said request for at least one page of said product catalog a low resolution image file ~~containing a low resolution scan of~~ for providing the low resolution image of said requested catalog page, and

a third module for transmitting in response to said at least one second request for said detailed product presentation a file containing a high resolution image of said product, a headline identifying said product, copy describing said product, and at

least one entry of ordering information for said product and a corresponding link for directly ~~initiating a purchase of~~ purchasing said product.

20. (Original) The system of claim 19 wherein said first program further includes a fourth module for ordering said requested product corresponding to said detailed product presentation.

21. (Original) The system of claim 19 wherein said first program further includes a fifth module for requesting at least one page of said product catalog comprising a specials page describing products which are on sale.

22. (Original) The system of claim 19 wherein said first program is a browser program.

23. (Currently Amended) The system of claim 22 wherein said first program further comprises at least one module for providing at said second device a plurality of displays with hyperlinks for initiating said requests for said web page for said product catalog, said at least one page of said product catalog, and said at least one detailed product presentation corresponding to said at least one product displayed on said low resolution ~~scan~~ image of said catalog page.

24. (Original) The system of claim 19 wherein said second device is a personal computer.

25. (Original) The system of claim 19 wherein said second program is a server program.

26. (Original) The system of claim 19 wherein said first device is a server computer.

27. (Currently Amended) The method of claim 1 wherein each product image displayed on said low resolution ~~scan~~-catalog page image is a hyperlink for linking to the detailed presentation for said product.

28. (Currently Amended) The method of claim 8 wherein each product image displayed on said low resolution ~~scan~~-catalog page image is a hyperlink for linking to the detailed presentation for said product.

29. (Currently Amended) The system of claim 15 wherein each product image displayed on said low resolution ~~scan~~-catalog page image is a hyperlink for linking to the detailed presentation for said product.

30. (Currently Amended) The system of claim 19 wherein each product image displayed on said low resolution ~~scan~~-catalog page image is a hyperlink for linking to the detailed presentation for said product.

31. (Currently Amended) The method of claim 1 wherein at least one product displayed on said low resolution ~~scan~~-catalog page image is a plurality of items.

32. (Currently Amended) The method of claim 8 wherein at least one product displayed on said low resolution ~~scan~~catalog page image is a plurality of items.

33. (Currently Amended) The system of claim 15 wherein at least one product displayed on said low resolution ~~scan~~catalog page image is a plurality of items.

34. (Currently Amended) The system of claim 19 wherein at least one product displayed on said low resolution ~~scan~~catalog page image is a plurality of items.

35. (Currently Amended) The method of claim 1 wherein at least one product displayed on said low resolution ~~scan~~catalog page image is a single item.

36. (Currently Amended) The method of claim 8 wherein at least one product displayed on said low resolution ~~scan~~catalog page image is a single item.

37. (Currently Amended) The system of claim 15 wherein at least one product displayed on said low resolution ~~scan~~catalog page image is a single item.

38. (Currently Amended) The system of claim 19 wherein at least one product displayed on said low resolution ~~scan~~catalog page image is a single item.

39. (Currently Amended) The method of claim 3 wherein at least one product displayed on said low resolution ~~scan~~catalog page image is a plurality of items, and wherein the high resolution image of the product, the headline, the product copy, and the order data block describe or reflect the plurality of items.

40. (Currently Amended) The method of claim 10 wherein at least one product displayed on said low resolution ~~scan~~catalog page image is a plurality of items, and wherein the high resolution image of the product, the headline, the product copy, and the order data block describe or reflect the plurality of items.

41. (Currently Amended) The system of claim 17 wherein at least one product displayed on said low resolution ~~scan~~catalog page image is a plurality of items, and wherein the high resolution image of the product, the headline, the product copy, and the order data block describe or reflect the plurality of items.

42. (Currently Amended) The system of claim 19 wherein at least one product displayed on said low resolution ~~scan~~catalog page image is a plurality of items, and wherein the high resolution image of the product, the headline, the product copy, and the order data block describe or reflect the plurality of items.

43. (Currently Amended) The method of claim 3 wherein at least one product displayed on said low resolution ~~scan~~catalog page image is a single item, and wherein the high resolution image of the product, the headline, the product copy, and the order data block describe or reflect the single item.

44. (Currently Amended) The method of claim 10 wherein at least one product displayed on said low resolution ~~scan~~catalog page image is a single item, and wherein the high resolution image of the product, the headline, the product copy, and the order data block describe or reflect the single item.

45. (Currently Amended) The system of claim 17 wherein at least one product displayed on said low resolution ~~scan~~catalog page image is a single item, and wherein the high resolution image of the product, the headline, the product copy, and the order data block describe or reflect the single item.

46. (Currently Amended) The system of claim 19 wherein at least one product displayed on said low resolution ~~scan~~catalog page image is a single item, and wherein the high resolution image of the product, the headline, the product copy, and the order data block describe or reflect the single item.

47. (Currently Amended) A method of browsing a product catalog via a telecommunications network comprising:

storing in a first device connected to said network a low resolution image file of a predefined size ~~containing for providing~~ a low resolution ~~scan~~image of one or more pages of said product catalog, each of said catalog pages containing at least one product image and text for identifying and purchasing products presented on said catalog page, said low resolution ~~scan~~image displaying said product image and text in the format of a printed catalog page ~~and being generated using a predefined reduction ratio, said low resolution scan file providing a display of said catalog page with sufficient detail to allow recognition of at least products imaged on said pages of said product catalog,~~

transmitting from a second device connected to said network at least one request for at least one page of said product catalog,

transmitting from said first device in response to said at least one page request said low resolution ~~scan-image~~ file ~~of~~ for said requested catalog page,

storing in said first device a plurality of files from which is prepared a detailed presentation of at least one product displayed on said low resolution ~~scan-image~~ of said requested catalog page,

transmitting from said second device at least one second request for at least one detailed product presentation, and

transmitting from said first device in response to said at least one second request a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information for said product and a corresponding link for directly ~~initiating a purchase of~~ purchasing said product.

48. (Currently Amended) A method of browsing at least one of a plurality of product catalogs via the Internet comprising:

storing in a first device connected to the Internet a file corresponding to a web page for each of said product catalogs,

storing in said first device a low resolution image file of a predefined size ~~containing for providing~~ a low resolution ~~scan-image~~ of at least one page of each of said product catalogs, said at least one catalog page containing at least one product image and



text for identifying and purchasing products presented on said catalog page, said low resolution ~~scan catalog page image~~ displaying said product image and text in the format of a printed catalog page ~~and being generated using a predefined reduction ratio, said low resolution scan file providing a display of said catalog page with sufficient detail to allow recognition of at least products imaged on said catalog page,~~

transmitting from a second device connected to the Internet a first uniform resource locator for a selected one of said product catalog web pages,

transmitting from said first device in response to said transmission of said first uniform resource locator said selected product catalog web page,

transmitting from a second device connected to said network at least one request for at least one page of said selected product catalog,

transmitting from said first device in response to said at least one page request a low resolution ~~scan image~~ file of for said requested catalog page,

storing in said first device a plurality of files from which is prepared a detailed presentation of for at least one product displayed on said low resolution ~~scan image~~ of said requested catalog page,

transmitting from said second device at least one second request for one of said detailed product presentations, and

transmitting from said first device in response to said at least one second request a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information for said product and a corresponding link for directly ~~initiating a purchase of~~ purchasing said product.

49. (Currently Amended) A system for browsing a product catalog via a telecommunications network comprising:

means for storing in a first device connected to said network a low resolution image file of a predefined size ~~containing for providing a low resolution scan image of~~ at least one page of said product catalog, said at least one catalog page containing at least one product image and text for identifying and purchasing products presented on said catalog page, said low resolution ~~scan catalog page image~~ displaying said product image and text in the format of a printed catalog page ~~and being generated using a predefined reduction ratio, said low resolution scan file providing a display with sufficient detail to allow recognition of at least products imaged on said catalog page,~~

means for transmitting from a second device connected to said network at least one request for at least one page of said product catalog,

means for transmitting from said first device in response to said at least one page request a low resolution ~~scan image file of~~ for said requested catalog page,

means for storing in said first device a plurality of files from which is prepared a detailed presentation of for at least one product displayed on said low resolution ~~scan~~ image of said requested catalog page,

means for transmitting from said second device at least one second request for at least said detailed product presentation, and

means for transmitting from said first device in response to said at least one second request a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information for said product and a corresponding link for directly purchasing said product.

50. (Currently Amended) A system for browsing at least one of a plurality of product catalogs via the Internet comprising:

means for storing in a first device connected to the Internet a file corresponding to a web page for each of said product catalogs,

means for storing in a first device connected to said network a low resolution image file of a predefined size ~~containing for providing~~ a low resolution ~~scan image~~ of at least one page of each of said product catalogs, said at least one catalog page containing at least one product image and text for identifying and purchasing products presented on said catalog page, said low resolution ~~scan catalog page image~~ displaying said product image and text in the format of a printed catalog page ~~and being generated using a~~

~~predefined reduction ratio, whereby said low resolution scan file is reduced to a size that is as small as possible, while still providing a display with sufficient detail to allow recognition of at least products imaged on said catalog page,~~

means for transmitting from a second device connected to the Internet a first uniform resource locator for a selected one of said product catalog web pages,

means for transmitting from said first device in response to said transmission of said first uniform resource locator said selected product catalog web page,

means for transmitting from a second device connected to said network at least one request for at least one page of said selected product catalog,

means for transmitting from said first device in response to said at least one page request a low resolution scan-image file ~~of~~ for said requested catalog page,

means for storing in said first device a plurality of files from which is prepared a detailed presentation of at least one product displayed on said low resolution scan-image of said requested catalog page,

means for transmitting from said second device at least one second request for at least said detailed product presentation, and

means for transmitting from said first device in response to said at least one second request a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high resolution photograph of said

product and an order data block containing at least one entry of ordering information for said product and a corresponding link for directly ~~initiating a purchase of~~ purchasing said product.

51. (Previously Presented) The method of claim 1, wherein said identifying text comprises a category name for said products on said catalog page and, for each of said products imaged on said catalog page, a headline for identifying said product and its benefits, copy for describing said product, and ordering information for purchasing said product.

52. (Previously Presented) The method of claim 8, wherein said identifying text comprises a category name for said products on said catalog page and, for each of said products imaged on said catalog page, a headline for identifying said product and its benefits, copy for describing said product, and ordering information for purchasing said product.

53. (Previously Presented) The system of claim 15, wherein said identifying text comprises a category name for said products on said catalog page and, for each of said products imaged on said catalog page, a headline for identifying said product and its benefits, copy for describing said product, and ordering information for purchasing said product.

54. (Previously Presented) The system of claim 19, wherein said identifying text comprises a category name for said products on said catalog page and, for each of said

products imaged on said catalog page, a headline for identifying said product and its benefits, copy for describing said product, and ordering information for purchasing said product.

55. (Previously Presented) The method of claim 47, wherein said identifying text comprises a category name for said products on said catalog page and, for each of said products imaged on said catalog page, a headline for identifying said product and its benefits, copy for describing said product, and ordering information for purchasing said product.

56. (Previously Presented) The method of claim 48, wherein said identifying text comprises a category name for said products on said catalog page and, for each of said products imaged on said catalog page, a headline for identifying said product and its benefits, copy for describing said product, and ordering information for purchasing said product.

57. (Previously Presented) The system of claim 49, wherein said identifying text comprises a category name for said products on said catalog page and, for each of said products imaged on said catalog page, a headline for identifying said product and its benefits, copy for describing said product, and ordering information for purchasing said product.

58. (Previously Presented) The system of claim 50, wherein said identifying text comprises a category name for said products on said catalog page and, for each of said

products imaged on said catalog page, a headline for identifying said product and its benefits, copy for describing said product, and ordering information for purchasing said product.

59. (Currently Amended) The method of claim 1, wherein said low resolution ~~scan-image~~ file provides ~~sufficient detail to also allow recognition of~~ headline text for said imaged products.

60. (Currently Amended) The method of claim 1, wherein said low resolution ~~scan-image~~ file provides ~~sufficient detail to also allow recognition of~~ category name text for said imaged products.

61. (Currently Amended) The method of claim 8, wherein said low resolution ~~scan-image~~ file provides ~~sufficient detail to also allow recognition of~~ headline text for said imaged products.

62. (Currently Amended) The method of claim 8, wherein said low resolution ~~scan-image~~ file provides ~~sufficient detail to also allow recognition of~~ category name text for said imaged products.

63. (Currently Amended) The system of claim 15, wherein said low resolution ~~scan-image~~ file provides ~~sufficient detail to also allow recognition of~~ headline text for said imaged products.

64. (Currently Amended) The system of claim 15, wherein said low resolution ~~scan-image~~ file provides ~~sufficient detail to also allow recognition of~~ category name text for said imaged products.

65. (Currently Amended) The system of claim 19, wherein said low resolution ~~scan-image~~ file provides ~~sufficient detail to also allow recognition of~~ headline text for said imaged products.

66. (Currently Amended) The system of claim 19, wherein said low resolution ~~scan-image~~ file provides ~~sufficient detail to also allow recognition of~~ category name text for said imaged products.

67. (Previously Presented) The method of claim 3, wherein said headline file also identifies said product's benefits.

68. (Previously Presented) The method of claim 10, wherein said headline file also identifies said product's benefits.

69. (Previously Presented) The system of claim 17, wherein said headline file also identifies said product's benefits.

70. (Previously Presented) The system of claim 19, wherein said headline file also identifies said product's benefits.



71. (Currently Amended) The method of claim 47, wherein said low resolution ~~scan-image~~ file provides ~~sufficient detail to also allow recognition of~~ headline text for said imaged products.

72. (Currently Amended) The method of claim 47, wherein said low resolution ~~scan-image~~ file provides ~~sufficient detail to also allow recognition of~~ category name text for said imaged products.

73. (Currently Amended) The method of claim 48, wherein said low resolution ~~scan-image~~ file provides ~~sufficient detail to also allow recognition of~~ headline text for said imaged products.

74. (Currently Amended) The method of claim 48, wherein said low resolution ~~scan-image~~ file provides ~~sufficient detail to also allow recognition of~~ category name text for said imaged products.

75. (Currently Amended) The system of claim 49, wherein said low resolution ~~scan-image~~ file provides ~~sufficient detail to also allow recognition of~~ headline text for said imaged products.

76. (Currently Amended) The system of claim 49, wherein said low resolution ~~scan-image~~ file provides ~~sufficient detail to also allow recognition of~~ category name text for said imaged products.

77. (Currently Amended) The system of claim 50, wherein said low resolution ~~scan-image~~ file provides ~~sufficient detail to also allow recognition of~~ headline text for said imaged products.

78. (Currently Amended) The system of claim 50, wherein said low resolution ~~scan-image~~ file provides ~~sufficient detail to also allow recognition of~~ category name text for said imaged products.

79. (Canceled)

80. (Canceled)

81. (Canceled)

82. (Canceled)

83. (Previously Presented) The method of claim 1, wherein said predefined size is in the range of 20 to 30 K bytes.

80. (Previously Presented) The method of claim 8, wherein said predefined size is in the range of 20 to 30 K bytes.

81. (Previously Presented) The system of claim 15, wherein said predefined size is in the range of 20 to 30 K bytes..

82. (Previously Presented) The system of claim 19, wherein said predefined size is in the range of 20 to 30 K bytes.